



Information about the course

Degree: Bachelor of Sciences of Physical Activity and Sport

Faculty: Faculty of Physical Activity and Sport Sciences

Code: 280315 **Name:** Sports Marketing

Credits: 6,00 ECTS **Year:** 3 **Semester:** 2

Module: 3) Specific Obligatory Formation Module.

Subject Matter: Sports organization and management. **Type:** Obligatoria

Branch of knowledge: Health Sciences

Department: -

Type of learning: Classroom-based learning

Language/-s in which it is given: Spanish

Teachers:

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Module organization

3) Specific Obligatory Formation Module.

Subject Matter	ECTS	Subject	ECTS	Year/semester
Physical activity and physical exercise for health and with special populations.	12	Physical Activity and Health	6	3/1
		Prescription and Programmes for Healthy Lifestyles	6	4/1
Physical exercise, fitness and sports physical training.	18	Assessment of Biological Condition	6	4/1
		Planning and Methodology of Training in PA	6	3/2
		Prevention and Rehabilitation of Injuries in PA	6	4/1
Teaching of Physical Education and Sports.	18	Design, Evaluation and Intervention in Educational Programmes	6	4/1
		Didactics and Methodology of Sports and Physical Activity	6	3/1
		Social Morality and Professional Deontology	6	4/1
Sports organization and management.	12	Sports Marketing	6	3/2
		Sports Training Planning and Organisation	6	3/1



Learning outcomes

Al finalizar la asignatura, el estudiante deberá demostrar haber adquirido los siguientes resultados de aprendizaje:

R1 - Analyze the macroenvironment and microenvironment of a sports organization.

Learning outcomes of the specified title

Type of AR: Habilidades o Destrezas

- Identify, organize, direct, plan, coordinate, implement, and carry out technical-scientific evaluation of the various types of physical and sports activities adapted to the development, characteristics and needs of individuals and the typology of the activity, space and entity, in all types of physical activity and sport services, including sporting events, and in any type of organization, population, context, environment and population and with emphasis on special populations such as: older people (senior citizens), schoolchildren, people with disabilities and people with pathologies, health problems or similar (diagnosed and/or prescribed by a doctor) and in any sector of professional intervention in physical activity and sport (formal and informal physical-sports teaching; physical and sports training; physical exercise for health; direction of physical activity and sports) guaranteeing safety, efficiency and professionalism in the activity carried out in compliance with current regulations.

Type of AR: Competencias

- Analyze, diagnose and evaluate the elements, structure, situation and characteristics of all types of physical activity and sports organizations, as well as the legislative and legal elements linked to physical and sports activity.

R2 - Design a communication project for a sports organization, specifying objectives, proposals, timelines, and control indicators.

Learning outcomes of the specified title

Type of AR: Competencias

- Analyze, diagnose and evaluate the elements, structure, situation and characteristics of all types of physical activity and sports organizations, as well as the legislative and legal elements linked to physical and sports activity.



R3 - Create a research project on the needs and desires of potential clients of a sports organization through market surveys.

Learning outcomes of the specified title

Type of AR: Habilidades o Destrezas

- Design and apply the methodological process integrated by observation, reflection, analysis, diagnosis, execution, technical-scientific evaluation and/or dissemination in different contexts and in all sectors of professional intervention in physical activity and sports.
 - Identify, organize, direct, plan, coordinate, implement, and carry out technical-scientific evaluation of the various types of physical and sports activities adapted to the development, characteristics and needs of individuals and the typology of the activity, space and entity, in all types of physical activity and sport services, including sporting events, and in any type of organization, population, context, environment and population and with emphasis on special populations such as: older people (senior citizens), schoolchildren, people with disabilities and people with pathologies, health problems or similar (diagnosed and/or prescribed by a doctor) and in any sector of professional intervention in physical activity and sport (formal and informal physical-sports teaching; physical and sports training; physical exercise for health; direction of physical activity and sports) guaranteeing safety, efficiency and professionalism in the activity carried out in compliance with current regulations.
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R4 - Estimate the costs and revenues of the communication project.

Learning outcomes of the specified title

Type of AR: Habilidades o Destrezas

- Articulate and deploy procedures, processes, protocols, own analysis, with rigor and scientific attitude on matters of a social, legal, economic, scientific or ethical nature, when necessary and relevant in any professional sector of physical activity and sport (formal education and informal physical-sports; physical and sports training; physical exercise for health; direction of physical activity and sport).
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Type of AR: Competencias

- Articulate and deploy with rigor and a scientific attitude the justifications on which to constantly and professionally prepare, support, substantiate and justify all acts, decisions, processes, procedures, actions, activities, tasks, conclusions, reports and professional performance.
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R5 - Resolve problems and make effective commercial and professional ethical decisions based on different situations within a sports organization.

Learning outcomes of the specified title

Type of AR: Competencias

- Articulate and deploy with rigor and a scientific attitude the justifications on which to constantly and professionally prepare, support, substantiate and justify all acts, decisions, processes, procedures, actions, activities, tasks, conclusions, reports and professional performance.



Assessment system

Modalidad presencial

Assessed learning outcomes	Granted percentage	Assessment tool
R1, R3, R4, R5	40,00%	Written and/or practical tests.
R3, R4, R5	30,00%	Exercises and Practices in the Classroom.
R1, R3, R4, R5	30,00%	Non-face-to-face autonomous work.

Observations

The student may keep the assessment instruments passed for the 3 years following the first registration.

It is necessary to obtain 50% in the written/oral and/or practical tests.

According to article 4.2. of the Guidelines for Assessment at the UCV, the limit of absences that may be due to eventualities (medical consultation, bureaucratic procedures...) that do not have to be justified, is 30%.

In case of not complying with any of these criteria, the student will be graded with a maximum of 4.5.

OTHER CLARIFICATIONS

Written/oral and/or practical tests

Single final exam. Multiple choice test and/or short answer questions. Standard penalty system*. It can be recovered in the corresponding call with a new test of similar characteristics. Minimum grade of 5 for an average. The contents that can be assessed in this exam are:

All theoretical contents taught in class (slides, teacher's explanations, classroom practices and documents).The contents of the training platform (readings, articles, questionnaires and others).The contents indicated by the teacher (articles, book chapters...).The contents completed by the student with the consulted bibliography.Active participation



Classroom practices and participation in class will be graded by carrying out individual and group activities in the classroom, such as exercises, practical cases, dynamics and questions from face-to-face questionnaires. These questionnaires can be of a cumulative nature, sum of correct answers; or competitive, distribution of points for those who have answered correctly. They can be recovered through the same system, which prevents their recovery between calls of the same year. Independent work.

It consists of completing questionnaires and/or submitting activities or exercises through the teaching platform, in a non-face-to-face manner. It also includes work or practices developed by the student independently, although the results of these can be presented in class and evaluated. It can be recovered in the corresponding call with the delivery of new projects, activities and/or questionnaires whenever possible.

*Standard penalty system

No options = No subtraction;

2 options = 1 wrong subtracts 100%

3 options = 1 wrong subtracts 50%

4 options = 1 wrong subtracts 33.3%

5 options = 1 wrong subtracts 25%

6 options = 1 wrong subtracts 20%

The detailed explanation (procedure for the works) as well as the evaluation tools (sheets or rubrics) of each section will be posted on the platform of each group at the student's disposal.

Actividades formativas

The methodologies to be used so that the students reach the expected learning outcomes will be the following:

- M1 Attendance at practices.
- M2 Resolution of problems and cases.
- M3 Discussion in small groups.
- M4 Practical laboratories.
- M5 Presentation of content by the teacher.
- M6 Practical lesson.



M7 Group dynamics and activities.

IN-CLASS TRAINING ACTIVITIES

ACTIVITY	RELATIONSHIP WITH THE COURSE LEARNING OUTCOMES	METHODOLOGY	HOURS	ECTS
THEORETICAL CLASS: Presentation of contents by the teacher. Competency analysis. Demonstration of capabilities, skills and knowledge in the classroom.	R1, R3, R4	Resolution of problems and cases. Presentation of content by the teacher.	20,00	0,80
PRACTICAL CLASS / SEMINAR: Group dynamics and activities. Resolution of problems and cases. Practical laboratories. Data search, computer classroom, library, etc. Meaningful construction of knowledge through student interaction and activity.	R1, R3, R4, R5	Attendance at practices. Discussion in small groups. Practical laboratories. Practical lesson. Group dynamics and activities.	32,00	1,28
EVALUATION: Set of oral and/or written tests used in the evaluation of the student, including the oral presentation of the final degree project.	R3, R5	Resolution of problems and cases.	4,00	0,16
TUTORING: Supervision of learning, evolution. Discussion in small groups. Resolution of problems and cases. Presentation of results before the teacher. Presentation of diagrams and indexes of the proposed works.	R1, R3, R4, R5	Resolution of problems and cases. Discussion in small groups.	4,00	0,16
TOTAL			60,00	2,40



TRAINING ACTIVITIES OF AUTONOMOUS WORK

ACTIVITY	RELATIONSHIP WITH THE COURSE LEARNING OUTCOMES	METHODOLOGY	HOURS	ECTS
GROUP WORK: Problem solving. Preparation of exercises, memoirs, to present or deliver in classes and/or in tutoring.	R1, R3, R4, R5	Resolution of problems and cases. Discussion in small groups. Group dynamics and activities.	20,00	0,80
SELF-EMPLOYED WORK: Study, Individual preparation of exercises, assignments, reports, to present or deliver in classes and/or in tutoring. Activities in platform or other virtual spaces.	R3, R4, R5	Resolution of problems and cases.	70,00	2,80
TOTAL			90,00	3,60



Description of contents

Descripción de contenidos necesarios para la adquisición de los resultados de aprendizaje.

Theoretical content:

Block of content	Contents
1. Introduction to Sports Marketing	Introduction to concepts related to market, advertising, sales, customer, target customer...
2. Study of the sports market: competition, product and target customer	In this section we focus on analyzing, using sociometric and qualitative tools, the opinions, desires and expectations of customers and potential customers regarding their current and future consumption.
3. Creation and design of the marketing strategy	It focuses on the development of objectives and action plans for market selection, competition analysis and pricing and product strategy.
4. Communication tools, media and systems. Communication plan	It focuses on the presentation of the different tools and resources for communication and advertising: online and offline.
5. Evaluation of the marketing strategy and communication plan	It focuses on knowing and mastering the different tools for measuring and evaluating the results of the communication plan.



Temporary organization of learning:

Block of content	Sessions	Hours
1. Introduction to Sports Marketing	5	10,00
2. Study of the sports market: competition, product and target customer	7	14,00
3. Creation and design of the marketing strategy	4	8,00
4. Communication tools, media and systems. Communication plan	12	24,00
5. Evaluation of the marketing strategy and communication plan	2	4,00



References

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